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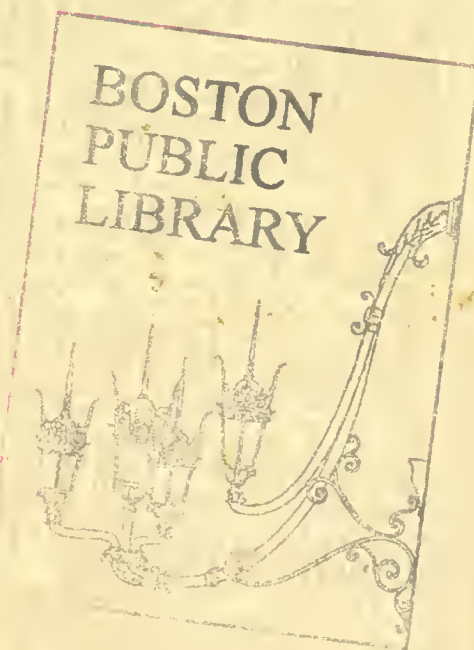
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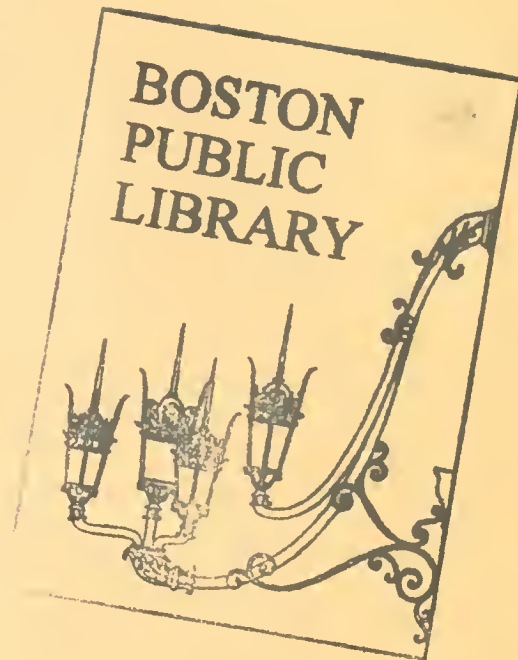
JAMAICA PLAIN
GNRP AREA



LARRY SMITH & COMPANY

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JAMAICA PLAIN
GNRP AREA



Prepared for
Boston Redevelopment Authority

March 6, 1964

Larry Smith & Company
420 Lexington Avenue
New York 17, New York



SECTION I

THE GNRP AREA AND ITS NEIGHBORHOOD

As illustrated by the facing map, the Jamaica Plain GNRP area lies in the west-central section of the City of Boston. It is essentially a self-contained area and even though the map would suggest that Jamaica Plain is tied in with other sections of the City of Boston to the north and northwest, this is not the case.

To the north, the Jamaica Plain GNRP area is separated from the adjacent Parker Hill GNRP area by a relatively steep slope which rises to the north of Heath Street and effectively separates the two areas.

To the northeast, the Jamaica Plain area is separated from the rest of Roxbury by the combination of the New Haven Railroad line and the industrial establishment lying between the railroad and Columbus Avenue. The only area in which there is any uninterrupted transition from Jamaica Plain to the neighboring areas is in the vicinity of Engleston Square along Columbus Avenue from the eastern boundary of the GNRP area to the vicinity of Braadon Street.

To the southwest and south, the Jamaica Plain GNRP area is separated from adjacent residential areas by the combination of Franklin Park, Forest Hills Cemetery and Arnold arboretum. The eastern boundary of the GNRP area runs along Olmsted Park and Jamaica Pond and consequently, it is physically separated from the City of Brookline to the west.

Even though the Jamaica Plain GNRP area is geographically separated from other surrounding districts, it is not a homogeneous area, but is rather made up of a number of relatively distinct sub-areas. Roughly, these are three in number. These are illustrated by the map facing the following page. The first residential sub-area is the higher income sections of the GNRP area which lie to the east of a line which would run northward along South Street, thence along Center Street to its intersection with Perkins Street, and then north along Day Street to the northern area boundary. The second distinct area lies to the east of Washington Street and is largely influenced in its composition and characteristics by its environmental association with Franklin Park. This is residential sub-area #3. The third general area lies between the two others and contains a broad cross-section of all income levels and housing types from relatively high to the lowest in the GNRP area-- the public housing project at the GNRP area's northeast corner (north of Center Street and east of Walden Street).

Much of the planning of the GNRP area has been under the assumption that the southwest expressway will be developed adjacent to the right-of-way of the New Haven Railroad which now runs through the GNRP area. The development of this expressway will, of course, provide the Jamaica Plain area with direct access to the expressway's system and the total Boston metropolitan area. Therefore, it will make the GNRP area a more desirable location for businesses serving the broad metropolitan area market. A second proposed highway improvement which will serve the GNRP area is a connector with Heath Street which will lead eastward and tie in this section of Boston with areas further to the east. Again, the timing and exact alignment of this proposed route (Washington Park Boulevard) is not known at this time but should be kept in consideration as a possible factor affecting future land uses in the GNRP area.

In the absence of these two proposed improvements, the GNRP area is poorly served by the area's major arterial pattern. The major north-south arterials serving the area, Jamaica Way, Center Street and Huntington Avenue, and Washington Street, are all deficient in one respect or another as major traffic arterials. While east-west traffic has available to it a number of streets, none of these are wholly satisfactory for all types of vehicular traffic due to unfavorable congestion at many locations. Therefore, in the absence of major arterial improvements such as the two proposed, it is doubtful if significant changes in the land use composition of the Jamaica Plain area could be satisfactorily achieved.

Internal traffic circulation in the GNRP area is also quite difficult due to the irregularity of the street pattern and the general lack of streets wide enough to accommodate the high volumes of modern traffic. Therefore, the ever-increasing use of the automobile also places a restriction upon the densities to which the area might be developed as well as the uses to which the land might be put.

Population Characteristics

The Jamaica Plain general neighborhood renewal plan area is strikingly significant as an area of averages. In almost every test which can be applied to an area from available published sources, the Jamaica Plain GNRP area is quite similar to the averages to the City of Boston as a whole. Nevertheless, there are slight differences which are noteworthy.

The population of the Jamaica Plain GNRP area stood at 41,255 in 1960, down from 44,883 in 1950. This represented an 8% decline in population which is slightly less than the 13% decline recorded for the City of Boston as a whole. The present planning proposals indicate that the population of the GNRP area will be held constant at the present figure; that is, at approximately 41,000 inhabitants.

During the planning process, it is contemplated that of the 12,550 dwelling units in the GNRP area, 2,572 will be cleared and they will be

replaced by 1,600 newly constructed units. In addition, it can be expected that there will be a continuation of private construction in the area and, consequently, the total supply of dwelling units should not fall below the present count.

The 1962 per capita income in the GNRP area is estimated at approximately \$1,890. This is slightly higher than the average income for the City of Boston as a whole, which is estimated at \$1,800 for 1963. In contrast to the average income for the GNRP area and for the City of Boston as a whole, the average per capita income for the Boston metropolitan area is estimated at \$2,450.

Regarding future development activity possibilities in the GNRP area, it should be noted that in a survey of vacant land in the City of Boston made by the Boston Redevelopment Authority in 1961, it was found that there were only seven parcels zoned residentially in the GNRP area with gross areas of 20,000 square feet or more. There are, however, a very great number of individual lots of buildable size vacant and presumably available in the Jamaica Plain GNRP area.

The availability of these parcels apparently provides the opportunity for single family residential construction activity in the area. Over the eighteen years from 1945 through 1962 inclusive, a total of over 400 single family dwelling units have been authorized by building permits in the area. During the last five years of this period, a total of 158 were authorized, or slightly more than 30 per year. There was substantial multi-family development in the area between 1945 and 1952; but then, activity fell off until 1961 when 368 units were authorized in 1962 when 28 units were authorized.

SECTION II
RESIDENTIAL REDEVELOPMENT OPPORTUNITIES
IN THE GNRP AREA

As indicated in the preceding section, the residential areas of the Jamaica Plain GNRP area lie within fairly well defined geographical areas. The residential areas are, in the most part, void of non-residential uses such as industrial and retail which are quite commonly found mixed with residential in the older sections of the City of Boston. Even so, there are areas within the GNRP area which have sufficient external forces working upon them to warrant clearance. The two major forces of this type are the New Haven Railroad and the elevated MTA line going up Washington Street. Plan proposals are to clear the area adjacent to these two rights of way and to designate the section along the New Haven right of way for industrial use. Along the Washington Boulevard right of way, and following the removal of the elevated car line, which is proposed as a part of the MTA realignment program, the adjacent areas will be designated for reuse as residential use. In total, it is proposed that out of a total of 12,550 units now in the GNRP area, 2,572 will be cleared and 1,600 will be reconstructed. Thus, there will be a net loss of approximately 1,000 dwelling units under the proposed plan. It is expected, however, that this loss will be offset by a continuation of private building activity in the area which will fill in the GNRP area's vacant land. Thus, by the completion date of the GNRP, it is expected that the total number of dwelling units will remain at approximately 12,500 and that the population of the area will remain relatively constant at 41,000 inhabitants.

Passed Building Activity in the City of Boston

An analysis of residential building permits issued by the City of Boston since World War II reflects substantial building activity. During the seventeen years (1946 through 1962), a total of 24,400 residential permits were issued. Of these, 6,260 were for single family units and 18,140 were for multiple family units; that is, for structures for two or more dwelling units. The exact data as to the number of permits issued but not used is not available. However, local authorities estimate that on the average about 95% of the permits issued have resulted in construction. On this basis, it is estimated that approximately 6,000 new single family dwelling units and in excess of 17,000 multiple family units were built in the City of Boston since 1945. Thus, housing units constructed since the close of World War II amount to approximately 10% of the city's total housing supply as reported in the 1960 Census.

JAMAICA PLAIN GHRP AREA
BUILDING PERMITS ISSUED

WARDS 10, 11 & 19

<u>Years</u>	<u>S/F*</u>	<u>TC*</u>	<u>C/DU*</u>	<u>M/F*</u>	<u>TC</u>	<u>C/DU*</u>
1945	9	\$ 68,500	\$ 7,600		None	
1946	12	89,600	7,500	72	\$ 180,000	\$ 2,500
1947	6	81,000	13,500	4	24,000	6,000
1948		NA			NA	
1949	27	252,800	9,400	6	39,000	6,500
1950	27	204,000	7,600	540	4,848,000	9,000
1951	19	178,000	9,400	280	3,494,750	12,500
1952	13	116,500	9,000	732	7,320,000	10,000
1953	19	166,500	8,800		None	
1954	44	500,200	11,400		None	
1955	42	544,500	13,000		None	
1956		NA			NA	
1957	21	230,500	11,000		None	
1958	40	360,000	9,000		None	
1959	42	400,400	9,800		None	
1960	24	246,500	10,300		None	
1961	20	211,000	10,600	368	3,793,100	10,300
1962	32	375,800	11,700	28	137,000	4,900
18 years	397	\$4,025,800	\$10,100	2,030	\$19,835,850	\$ 9,800

* S/F - Single Family units authorized

TC - Total Cost as reported on building permit

C/DU - Cost per Dwelling Unit

M/F - Multi-Family units authorized

Permit data further indicates that new construction since 1945 is valued at approximately \$212,000,000, of which \$57,000,000 was for single family units, and \$155,000,000 for multi-family units. Experience elsewhere also indicates that building permit construction cost estimates are approximately 70% of the total construction costs. Thus, it is believed that the total residential construction expenditures in the City of Boston over the seventeen year period was roughly \$300,000,000. On this adjusted basis, average construction costs per single dwelling unit would reach approximately \$13,500, with construction costs for multi-family units running at approximately \$12,150.

Residential building activity in the Jamaica Plain GNRP area can be measured by data available in the records in the Boston Building Department on a ward basis. Since the Jamaica Plain GNRP area falls within three separate wards, data from these three wards have been compiled and are presented in the facing table. In interpreting these data, it should be noted that in each instance approximately one-half to two-thirds of the individual wards fall within the Jamaica Plain GNRP area. Therefore, the data summarized in the table are not presented as accurate measures of activity within the GNRP area but rather as an indication of the activity which has taken place in the general area in which the Jamaica Plain GNRP area falls. Since the purpose of this analysis is to measure economic activity and the desirability of specific locations for residential housing, the data for the three wards are meaningful as indicators.

In total, there were building permits issued for 397 single family dwelling units over the period indicated, or approximately 7% of the total single family units authorized in the city. In multi-family units, the Jamaica Plain GNRP area accounted for 2,030 of the total units authorized by building permits, or approximately 11% of the total dwelling units authorized by building permits in the total city.

Of particular interest is the fact that there was considerable single family construction in an area which for all intended purposes has long been relatively well built up. This level of activity can be attributed to the fact that there is a considerable amount of vacant land available in the GNRP area for development and that there is a general scarcity of available sites within the City of Boston to provide alternatives for developers. Reference to the vacant land inventory taken by the Boston Redevelopment Authority in 1961, revealed that there were seven parcels, all located in the southwest quarter of the GNRP area, which was zoned residential and which contained 20,000 square feet or more. In total, these seven large parcels contain approximately 250,000 square feet, or roughly 6 acres.

In addition to these large parcels, the inventory also indicates there is a substantial amount of land in single lots of buildable size. These are scattered throughout the GNRP area--primarily in the section west of the New Haven railroad track. A physical survey of the GNRP area indi-

JAMAICA PLAIN GNRP AREA

HOUSING DATA

	<u>Area 1*</u>	<u>Area 2*</u>	<u>Area 3*</u>	<u>Total</u>
Population ('60)	9,075	24,306	5,155	38,536
Total Dwelling Units	2,824	7,356	1,531	11,711
Sound % of Total	2,637 93.4%	5,661 77.0%	1,112 72.6%	9,410 80.4%
Deteriorating % of Total	181 6.4%	1,305 17.8%	308 20.1%	1,797 15.3%
Dilapidated % of Total	6 0.2%	30 0.4%	111 7.3%	504 4.3%
Owner Occupied % of Total	982 34.8%	1,783 24.3%	338 22.1%	3,108 26.5%
Renter Occupied % of Total	1,788 63.3%	5,228 71.1%	1,193 77.6%	8,143 69.5%
Vacant % of Total	54 1.9%	340 4.6%	66 4.3%	460 4.0%
Average Rent (Monthly)	\$105	\$54	\$56	\$66

*Keyed to areas illustrated on map facing page 2.

cates that these single parcels have attracted a considerable amount of construction and, therefore, confirms the fact that the building permits issued have resulted in construction.

The building permit data also indicates that the average price per dwelling unit as reported by the building permit is less than the average of the city as a whole. Nevertheless, the difference is not sufficiently great to suggest that the Jamaica Plain GNRP area is anything but the "average" area indicated by other statistical measures.

The relatively large amount of construction in the area, particularly in the single family residential field, suggests that even though in the absence of large parcels available for development, the area has attracted a significant amount of new residential construction.

General Objectives of the Plan

It is stated that the nature objective of the plan for the Jamaica Plain GNRP area "is to maintain it as a residential area and to perpetuate the family oriented character of the residence community." The objectives of the plan go on to state that it "encourages the construction of a smaller dwelling unit for single persons and small families."

There appears to be a contradiction between these two statements since family units with children, even if the number of children is few, generally require larger dwelling units. Also, it is to be noted that there is an average of approximately 3.3 persons in the GNRP area for each dwelling unit. Therefore, it would appear that if the population of the area is to be maintained as forecast, the dwelling units have to be, on an average, of family size.

The question of whether or not residents of the Jamaica Plain GNRP area can pay the rents required for new housing is revealed, in part at least, by the average rentals of the units now available in the GNRP area. Reference to the facing summary table indicates that average rents vary from \$54 per dwelling unit in the broad area lying between Washington Street and Center Street (residential sub-area #2)* to \$105 per dwelling unit west of Center Street (residential sub-area #1). Rents in the area east of the Washington Street (residential sub-area #3) average \$56 per dwelling unit.

From the standpoint of rents now being received for dwelling units, the GNRP area falls into four distinct parts. The part west of Center Street with 9,000 inhabitants and 2,800 dwelling units (out of a total of 41,000 inhabitants and 12,000 dwelling units) is significantly different both in its characteristics and the general features with respect to the remainder GNRP area. This is explicit not only in terms of the rental rates but also as revealed by other factors. For example, in the area

*See the map facing page 7.

west of Center Street (identified as residential area #3), there are only six dwelling units or .2% of the total indicated as delapidated in the 1960 Census. By contrast, in the area east of Center Street approximately 5% are delapidated. Even so, this is significantly less than the more densely settled areas of the City of Boston to the north and east of the Jamaica Plain area.

Insofar that new housing can be introduced in this area, it can be expected that it will be readily marketable. This is borne out by the fact that considerable residential development activity in the area since World War II and that rents in the area have remained relatively high. Also, vacancies have been relatively low. Again, the difference in the areas is striking. In the area west of Center Street, only 1.6% of the total rental units are vacant. In the area east of Center Street, approximately 4.5% of all dwelling units are vacant. Again, however, this is significantly below the vacancy levels in other areas of the city. For example, and in contrast, in the Back Bay area (which is generally considered one of the more desirable residential sections of Boston for residential housing) the vacancy rate reported in the 1960 Census was 6.9%.

The prevailing level of rentals in the GNRP area, coupled with the relatively significant amount of new construction indicates that the area should attract developers to build houses in the area under both conventional financing programs and under subsidized housing programs. The split between the two would depend primarily upon the rate at which new housing were introduced with the balance swinging to below market price housing in a situation where the total program would be accelerated to the maximum.

The rate of absorption for land which would be cleared in the Jamaica Plain GNRP area for redevelopment as residential tracts can be defined by two methods. First, the 1,600 new dwelling units proposed to be developed under the renewal program is less than two-thirds of the number which are scheduled for clearance. Even if the private residential construction in the area continues at the same rate as it has in the past, the total number of units which can be expected will not greatly exceed the total number cleared. Consequently, it can be expected that insofar as the program is coordinated with the clearance in the area, the total number of units which will come on the market through the renewal process will be more than filled by the relocation process.

In addition, it should be noted that the 1,600 dwelling units proposed for redevelopment is less than 1% of the total housing stock in the City of Boston. Also, since it can be assumed that development will be staged over a number of years, the proposed new construction would not be out of line with the history of building activity in the Jamaica Plain GNRP area.

For these reasons, it appears that a relatively modest residential redevelopment plan proposed for Jamaica Plain GNRP area can be satisfactorily absorbed into the Boston housing market and that even if the total area designated for housing redevelopment will come on the market in a single year, it could be totally absorbed.

SECTION III

COMMERCIAL DEVELOPMENT OPPORTUNITIES

As discussed in Section I of this report, the Jamaica Plain GNRP area is almost completely isolated from other residential areas of the City of Boston. The GNRP area is bounded to the north by a steep rise in topography. It is bounded to the southwest and to the east by extensive green areas. It is only to the northeast in the vicinity of Egleston Square that the GNRP area is contiguous with other residential areas of the City of Boston. Therefore, from the standpoint of retail trade potential, the GNRP area is a self contained and well-defined trade area. The essential question is, therefore, how much commercial space will the population of the GNRP area support.

Trade Area Population

As already cited, the residential portions of the plan call for a population of 41,255 inhabitants for the GNRP area at such time as the residential portions of the program are completed. This is a stabilization of the area's population at the 1960 level and represents only a slight decline in population from past highs: In 1950 the area's population stood at 44,883. Therefore, there was an 8% decline over the decade 1950 to 1960. This would, however, be too small to offset the demand for retail space.

Per Capita Incomes and Expenditures

Average per capita incomes in the Jamaica Plain GNRP area are currently at a level of \$1,890. Persons at this income level can be expected on the average to make purchases of certain key items in accordance with the following schedule.

SCHEDULE A

JAMAICA PLAIN GNRP AREA

PER CAPITA RETAIL EXPENDITURES

<u>Store Type</u>	<u>Per Capita Expenditures</u>
Grocery and Food Specialty	\$140.
Super Market	225.
Drug	50.
Hardware	15.
Variety	30.
Department Store	120.
Apparel	100.
Furniture and Appliances	55.
Other Retail Stores	120.
Total	\$855.

Total Sales Potential

The 41,225 population of the GNRP area will, in total, create a sizeable pool of expenditures for the support of retail facilities. This total sales potential available from the combination of all residents of the GNRP area listed in Schedule B. Total expenditures are obtained by multiplying the average per capita expenditure by the population of the GNRP area.

Local Share

Retail expenditures by the GNRP area's residents will not, however, be localized solely in the GNRP area. While some types of expenditures will be generally localized near the place of residence (food and drugs, for example) other types of expenditures can be expected to be more frequently made at concentrations of facilities outside the GNRP area - and particularly at the downtown Boston Area. For example, in the department store category, the total potential available from within the GNRP area would not be sufficiently large to attract to the area a retail facility which could compete with the strength of department stores in downtown Boston in terms of the selection of goods offered. Consequently, it can be expected that the greater percentage of total department store expenditures by GNRP area residents would go to downtown Boston or to such other facilities as the Sears Roebuck store in the Fenway area. Consequently, very low "local shares" are assigned to those types of facilities commonly found in the downtown area whereas relatively high local shares can be expected to be achieved by those types of facilities which serve the day-to-day needs of the area's population. The total retail potential available from GNRP area residents, local shares which can be expected, and the dollar amounts which would be available to local facilities are indicated by Schedule B.

SCHEDULE B

SOUTH BOSTON GNRP AREA

EXPENDITURES BY AREA RESIDENTS

<u>Store Type</u>	<u>Total Expenditures</u>	<u>Local Share</u>	<u>Volume Potential Available Locally</u>
Grocery and Food Specialty	\$5,770,000.	95%	\$5,482,000.
Supermarket	\$9,275,000.	95%	\$8,811,000.
Drug	\$2,060,000	90%	\$1,854,000.
Hardware	\$ 618,000.	75%	\$ 464,000.
Variety	\$1,237,000.	70%	\$ 866,000.
Department Store	\$4,947,000.	30%	\$1,484,000.
Apparel	\$4,122,000.	50%	\$2,061,000.
Furniture and Appliances	\$2,267,000.	60%	\$1,360,000.
Other Retail Stores	\$4,947,000.	70%	\$3,463,000.

Retail Space Warranted

As already noted, it can be expected that a good number of the establishments now operating in the Jamaica Plain GNRP area will continue to operate after renewal. Therefore, there need not be a direct correlation between the space left and the floor area indicated as warranted in the following table. This is due to the fact that merchants in older premises will frequently operate profitably at volume levels which would be below the acceptable level for merchants in new construction. Because of this factor, the dollar volumes available are translated into square foot areas with the qualification that these are not recommendations for the future but rather indications of gross amounts of area which could be supported if all the facilities in the area were in new construction. In this regard, it is noted that the present plan for the Jamaica Plain GNRP area includes the elimination of substantial amounts of commercial space in areas (particularly along Washington Street) which are now marginal and where the elimination of space will not result in a demand for new space. Consequently, it is doubtful if substantial new construction could be expected. Therefore, the amount and characteristics of space in the GNRP area is to be dependent upon the extent to which demolition of good space takes place. With these qualifications in mind, the following data can be interpreted.

SCHEDULE C

JAMAICA PLAIN GNRP AREA

TOTAL FLOOR AREA WARRANTED

(Assuming New Construction)

<u>Store Type</u>	<u>Average Volume Per Square Foot</u>	<u>Square Feet Warranted *</u>
Grocery and Food Specialty	\$75	73,000.
Supermarket	\$135	65,000
Drug	\$65	29,000
Hardware	\$35	13,000
Variety	\$40	22,000
Department Store	\$60	25,000
Apparel	\$60	34,000
Furniture and Appliances	\$30	45,000
Other Retail Stores	\$55	63,000
Total		369,000
* - Rounded		

The preceding schedule indicates the floor area which would be developable under circumstances where all new facilities would be provided. In aggregate, they total 369,000 square feet of gross retail area to which would be added 25,000 square feet of service and professional office space in order to produce a balanced commercial center.

Even though it is recognized that the plan for the Jamaica Plain GNRP area does not contemplate extensive renewal in the principal commercial areas, the square foot areas are significant as indicators of the need for off-street parking facilities to serve the volume of business available to existing facilities. Parking, itself, is not needed on a precise ratio of parking to the available floor area, but rather is a function of the amount of business to be done at a specific location. For old facilities operating at per square foot volumes substantially lower than new space volumes, the ratio of parking to floor area has been fairly precisely defined through the development standards established for shopping center properties.

Total Land Area Requirements

In the following schedule, the total building area and parking area requirements for commercial establishments in the Jamaica Plain GNRP area are indicated under two assumptions; first, that parking would be at a ratio of 5 spaces per 1,000 square foot of commercial area, and second, that parking would be at a ratio of 7 spaces per 1,000 square foot of commercial area. The latter is the ratio generally established for suburban shopping center developments where the bulk of all traffic is automobile borne and where sufficiently large parcels are available in relatively inexpensive land. The first of the two ratios, 5 spaces per 1,000 square foot of floor area, would be more appropriate for an in-city location where shopping would be done by public transportation, by pedestrian walk-in traffic, as well as by automobiles. Therefore, even if there is no new commercial construction, the GNRP area would need 1,845 parking spaces (at strategic locations) or approximately 650,000 square feet of parking area.

SCHEDULE D

JAMAICA PLAIN GNRP AREA

COMMERCIAL LAND AREA WARRANTED

Land Area Warranted for Commercial Buildings *	350,000 Sq. Ft.
Parking Area Needed at 5 Spaces per 1,000 square feet	650,000 Sq. Ft.
Parking Area Needed at 7 Spaces per 1,000 square feet	900,000 Sq. Ft.

* - Assuming new construction only

Existing Retail Facilities in Jamaica Plain

Existing retail facilities in the Jamaica Plain GNRP area appear to be adequate to take care of the retail potential available. The single deficiency might have been in the Super Market category, however, a new super market has just been built in the GNRP area at the intersection of Centre Street and Perkins Street. With this addition, the total supermarket potential appears to be satisfied.

Retailing in the Jamaica Plain GNRP area is generally collected in three areas. Each of these areas is of the strip type and all three are deficient in parking. The strongest area is on Centre Street between South Street and Gain Street. The second strip, in terms of importance also lies along Centre Street from Boylston Street to the eastern project area boundary. This strip, though longer, is not as strong as the strip to the south. Also, it is generally convenience oriented and has three supermarkets in it. The stronger strip is a comparison retailing center and contains a Woolworth Store and several local chains. While this strip has some considerable strength in terms of the number of variety of stores, it would also be quite vulnerable to a strong well designed shopping center.

The third strip of commercial lies along Washington Street from Egleston Square to Green Street. This strip is not continuous commercial, but is interspersed with industrial and residential uses. The plan calls for the elimination of most of this strip due to the delapidated condition of many of the buildings and the very large number of vacancies - which reach 50% in some blocks.

In addition to the three stronger strips, there are also commercial establishments scattered throughout the GNRP area and particularly in the area between Washington and Centre Streets - the area discussed in Section II of this report as residential sub-area number 2. These smaller units primarily serve the walk in trade of their immediate neighborhoods. Also, because of the nature of these facilities, their volumes are so low that even if they are generally eliminated, their passing would not generate a demand for a great amount of new space. Therefore, retention or elimination of these facilities should depend upon considerations other than their individual economic functioning.

The Marketing of Parking Lands

Since the plan proposes to add parking areas to existing commercial districts, the question must be raised regarding the method of developing those parking areas. Three general methods of providing such parking might be considered. These are:

- (a) Selling parking areas to individual merchants or property owners.
- (b) Selling parking areas to combination (voluntary organizations) of merchants and/or property owners.
- (c) Providing municipal parking lots.

In situations where there are large dominant facilities, or where a large area is under single ownership, the first alternative might be applicable. However, a survey of the commercial areas in Jamaica Plain indicates that a program of disposition of parking areas to individual property owners would lead to an unsatisfactory pattern of individual small lots which would not achieve the objectives of the plan. Therefore, alternatives (b) and (c) would appear more appropriate.

Successful programs have been organized elsewhere by forming the Merchants and/or Landlord's of an area into a parking corporation which would acquire, improve, and maintain parking lots for their combined general good. Even though such patterns have been successfully undertaken elsewhere, they are generally difficult to put together since they are voluntary organizations and the value of parking does not necessarily go to the individuals providing it, but rather to all persons in business in the total locale. Consequently, the successful marketing of land for parking purposes in the GNRP area will probably depend upon some level of municipal activity. This can range from the city providing parking lots for the benefit of the more intensive developed commercial locations in Jamaica Plain GNRP area to the development of special tax districts where special assessments would be used to pay for the operate parking lots to the advantage of only the property owners in a specific area. Consequently, as planning progresses into the project stage, careful consideration should be given to the type of organization which would control the parking.

SECTION IV

INDUSTRIAL LAND DEMAND

As is illustrated by the facing table, the Jamaica Plain GNRP area contains only a small portion of total industrial employment in the City of Boston. Of the approximately 6,500 industrial employees in the area, over 4,000 fall in four categories: apparel; machinery; construction; and transportation, communications and utilities. Except for the fact that these sources of employment have located in the Jamaica Plain area, they might be, from a locational point of view, located anywhere in the City of Boston.

With the exception of the transportation advantage offered by the New Haven Railroad right of way, which passes through the GNRP area, and the terminus of the MTA Washington Street elevated at Forest Hills Square just south of the GNRP area, most industrial uses would find few advantages to a location in Jamaica Plain. Within the framework of existing transportation facilities, many of the industrial establishments now located in the Jamaica Plain GNRP area would be more advantageously located elsewhere. However, looking toward the future, it is noted that there are proposals to run a southwest extension of the expressway system through the Jamaica Plain GNRP area parallel to the New Haven Railroad right of way. The extension of the expressway system through the GNRP area would bring to the area arterial linkages to the entire metropolitan area which would be equal to those available elsewhere in the city. Such an improvement in the area's regional access pattern could be expected to improve the area's desirability as an industrial location.

Urban renewal activity might affect the industrial establishment of the Jamaica Plain GNRP area in two fashions. First, it might provide expansion room and off-street parking and loading areas for existing establishments in the GNRP area. This could be accomplished through spot clearance and a program specifically designed to accommodate the expansion needs of the area's minor industrial establishments. A survey of the area reveals that many of the major employers have sufficient land to take care of their immediate needs.

While urban renewal activity might be directed toward this particular type of program, a second type of program would be more consistent with the plan for the GNRP area. The program could be organized to provide additional industrial lands only as a by-product of other planning and public improvement activities. For example, the land use plan states as an objective the encouragement of "the expansion of existing industry and the development of new establishments in the strip east of the railroad up to Washington Street by providing appropriate large sites." Since this area is already largely devoted to this type of industrial use, this would not be a departure from existing land use patterns but would rather be a more distinct identification of the pattern which already prevails. Insofar as the

redevelopment activity will coincide with development of the Southwest Extension of the expressway system, it can be expected that parcels brought onto the market in this area would be readily marketable.

At the present time, there is only one area in the City of Boston which would be competitive with large new parcels which might be brought on the market in Jamaica Plain. This is the New York Streets project in the South End area. However, it should be noted that there are many other areas in the City of Boston which are now under planning consideration for industrial use. Therefore, it can be expected that there will be increasing competition for those types of uses which fall in the general industrial classification and which would be suitable for the area. Consequently, it is recommended that with the exception of those lands which have special adaptability to industrial uses, insofar as practical, the land areas to become available in the Jamaica Plain area should be devoted to other non-industrial uses.

SUMMARY OF FINDINGS AND RECOMMENDATIONS

Residential Uses

Between World War II and the present time, the Jamaica Plain GNRP area has attracted a modest but steady investment in new single family structures. Even though these have accounted for fewer than 5% of the total single family structures developed in the City of Boston over the same period, the development activity is significant in that it indicates that where parcels are available, even though in small plots, and where environmental factors are conducive, there will be new investment in housing.

Even though multi-family unit construction was not as consistent on a year-by-year basis as single family construction, the Jamaica Plain GNRP area attracted more than 10% of the city's total number of multi-family units developed since World War II. A survey of the area indicates that new construction has taken place on whatever land has been available for new development. Therefore, the new construction is generally scattered throughout the entire area.

The planning proposal for the GNRP area requires the construction of only 1,600 dwelling units. This is far fewer in total quantity than the number of dwelling units which have been developed in the GNRP area over the past 15 years. Therefore, assuming that the lands made available will possess most of the amenities available in the area, the land should be readily marketable.

Commercial Space

There is a relatively modest demand for retail facilities in the Jamaica Plain GNRP area. Those facilities which are warranted in the area are of the type which serve primarily the day-to-day needs of the area's inhabitants. At the present time, facilities of this type are located along the length of Center Street. There is, therefore, almost a continuous strip of neighborhood commercial facilities running the length of the GNRP area. In addition, there are facilities scattered throughout portions of the residential area and there are facilities (most of which are planned for demolition) along Washington Street with a major concentration at Egleston Square.

The Center Street retailing complex can be subdivided into two basic areas. The first of these, and the larger and the stronger of the two, is at the southern end of Center Street from its intersection with South Street to Green Street. The second concentration is on the north leg of Center Street from its intersection with Bay Street to the eastern boundary of the GNRP area. It should be noted that this latter of the two areas has attracted new construction at its western end. With the

exception of this new construction, and a relatively new supermarket at the intersection of South Huntington Avenue and Center Street, the retailing facilities in the Jamaica Plain GNRP area are generally housed in older structures. While the age of the structures is somewhat indicative of their general adaptability to modern merchandising needs and practices, of greater importance is the general lack of parking available to the commercial facilities.

Based upon a field survey and an analysis of the total potential available to the trade area as developed in this report, it would appear that insofar as commercial facilities are a factor, the planning program for the GNRP area should be limited to a strengthening of existing facilities through the provision of off-street parking areas and to whatever extent possible the alleviation of traffic congestion in the GNRP area. There is, of course, the possibility that much of the traffic congestion will be relieved with the development of the Southwest Extension of the expressway system. When this extension is built, it should remove from Center Street much of the through traffic which now adds congestion and thus detracts from the desirability of the retailing areas. In this regard, it should be noted that the plan "supports the proposal for a large shopping center within the Parker Hill - Fenway GNRP area in the vicinity of Heath Street and Columbus Avenue." (This would be adjacent to the proposed Washington Avenue which will cut through the Roxbury Area and tie in with Heath Street.) Because of the stability of population and purchasing power in the area, and because of shifts in retailing, it must be noted that if a new major facility of this type is developed, it will reduce the demand for retailing space in the GNRP area and should, therefore, only be developed in conjunction with a program which would eliminate through clearance a significant amount of the retailing space within the GNRP area. There is, in all areas which have built up for some time, a need to coordinate a program of new construction with one of demolition where retailing and allied service type uses are involved.

Other types of commercial establishments such as heavy retailing concerns, retailing in conjunction with wholesaling operations, etc., can be developed in areas where reasonably good regional access is available. The development of the proposed southwest expressway will provide such regional access and with the clearance contemplated for the areas between New Haven Railroad tracks and Washington Street, sites suitable for such purposes might well become available. Consequently, the marketability of such land for heavy commercial and light industrial wholesaling purposes will depend upon the demand for such land within the region as a whole and, of course, the supply of such land outside the GNRP area which would be competing for the same types of uses. Therefore, the supply of such land which might be developed in the GNRP area should be kept to that minimum which would be consistent with good planning, bearing in mind the fact that the major demand for such land would probably be for relocating establishments which might have been displaced by the highway construction program or urban renewal activity itself. A second, and perhaps more sure demand for in-

dustrial and heavy commercial land would be from establishments already in the area which would be seeking expansion room.

Industrial Space

The Jamaica Plain GNRP area does not lend itself to the creation of extensive industrial areas. Therefore, those industrial lands which might be created through the urban renewal process would not appeal to the professional industrial developer, but would rather be marketable as individual parcels either as expansion room for existing firms, or for individual sale as sites for end users.

The future desirability of the area for industrial uses will be largely dependent upon the development of the Southwest Expressway. With the development of this new arterial, the Jamaica Plain GNRP area will be as readily accessible to all points in Boston as any other particular area.



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